

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. - 14. Cancelled
15. (Previously presented) A coating composition for applying to a substrate comprising:
a resinous binder having dispersed therein colorants and reflective pigments, wherein said colorants absorb visible light at a first wavelength band and produce fluorescent light at a second wavelength band when exposed to visible light, said coating composition exhibiting a first appearance on face dominated by absorbance of light by said colorants and a second appearance on flop dominated by fluorescence of the colorants, wherein the concentration of said colorants in the coating composition is about 0.001 wt.% to about 50 wt.%, and wherein when the colorant comprises colorant pigments, the size of the pigment is selected so that the pigment particles will not scatter light effectively.
16. (Previously presented) The coating composition of claim 15, wherein the concentration of said colorants in said coating composition is about 0.001 wt.% to about 20 wt.%.
17. (Previously presented) The composition of claim 15, wherein said colorants comprise dyes or pigments.
18. (Previously presented) The coating composition of claim 17, wherein said dyes are selected from the group consisting of acridines, anthraquinones, coumarins, diphenylmethanes, diphenylnaphthylmethanes, quinolones, stilbenes and triphenylmethanes.

19. (Previously presented) The coating composition of claim 17, wherein said pigments are selected from the group consisting of monoazo, disazo, naphthol, naphthol AS, lake, benzimidazolone, metal complex, isoindolinone, isoindoline, phthalocyanine, quinacridone, perylene, perinone, diketopyrrolopyrrole, thioindigo, anthraquinone, indanthrone, anthrapyrimidine, flavanthrone, pyranthrone, anthanthrone, dioxazine, triarylcarbonium, and quinophthalone pigments.
20. (Previously presented) The coating composition of claim 19, wherein said pigments have a particle size of less than about 150 nm.
21. (Previously presented) The coating composition of claim 20, wherein said pigments are produced by milling organic pigments with milling media having a particle size less than about 0.3 mm.
22. (Previously presented) The composition of claim 20, wherein said pigments are produced by milling organic pigments with milling media having a particle size less than about 0.1 mm.
23. (Previously presented) The coating composition of claim 15, wherein said resinous binder comprises a curable polymer composition.
24. (Previously presented) The coating composition of claim 15, wherein said reflective pigment is selected from the group consisting of aluminum flake, metal oxide coated mica, graphite flake, and metallic covered glass flake.
25. (Previously presented) The coating composition of claim 24, wherein the concentration of said reflective pigment in said coating composition is about 0.1 wt.% to about 50 wt.%.

26. (Previously presented) A coated article comprising a substrate and a multi-layer coating comprising a first layer and a second layer underlying the first layer, wherein the first layer and the second layer each comprise a resinous binder, wherein a colorant is present in the first layer and reflective pigments are present in the second layer underlying the first layer, wherein the colorants absorbs visible light at a first wavelength band and produces fluorescent light at a second wavelength band when exposed to visible light, the coated article exhibiting a first appearance on face dominated by absorbance of light by the colorants and a second appearance on flop dominated by fluorescence of the colorants, and wherein the concentration of the colorants in the coating composition applied to the substrate as the first layer is about 0.001 wt.% to about 50 wt.%.

27. (Previously presented) The coated article of claim 26, further comprising a third layer overlying said first layer, said third layer comprising an uncolored polymer composition.

28. (Previously presented) A coating composition for applying to a substrate comprising:

a resinous binder having dispersed therein colorant dyes and reflective pigments, wherein said dyes absorb visible light at a first wavelength band and produce fluorescent light at a second wavelength band when exposed to visible light, said coating composition exhibiting a first appearance on face dominated by absorbance of light by said colorant dyes and a second appearance on flop dominated by fluorescence of the colorant dyes, said dyes being selected from the group consisting of acridines, anthraquinones, coumarins, diphenylmethanes, diphenylnaphthylmethanes, quinolones, stilbenes and triphenylmethanes.

29. (Previously presented) The coating composition of claim 28, wherein the concentration of said colorant dyes in said coating composition is about 0.001 wt.% to about 50 wt.%.

30. (Previously presented) The coating composition of claim 28, wherein the concentration of said reflective pigment in said coating composition is about 0.1 wt.% to about 50 wt.%.

31. (Currently Amended) A coating composition for applying to a substrate comprising:

a resinous binder having dispersed therein colorant dyespigments and reflective pigments, wherein said colorant pigments absorb visible light at a first wavelength band and produce fluorescent light at a second wavelength band when exposed to visible light, said coating composition exhibiting a first appearance on face dominated by absorbance of light by said colorants and a second appearance on flop dominated by fluorescence of the colorant pigments, said colorant pigments being selected from the group consisting of monoazo, disazo, naphthol, naphthol AS, lake, benzimidazolone, metal complex, isoindolinone, isoindoline, phthalocyanine, quinacridone, perylene, perinone, diketopyrrolopyrrole, thioindigo, anthraquinone, indanthrone, anthrapyrimidine, flavanthrone, pyranthrone, anthanthrone, dioxazine, triarylcarbonium, and quinophthalone pigments, wherein the size of the pigment particles is selected so that the pigment particles will not scatter light effectively.

32. (Previously presented) The coating composition of claim 31, wherein said colorant pigments have a particle size of less than about 150 nm.

33. (Previously presented) The coating composition of claim 31, wherein the concentration of said colorant pigments in said coating composition is about 0.001 wt.% to about 20 wt.%.

34. (Previously presented) The coating composition of claim 31, wherein the concentration of said reflective pigment is in said coating composition is about 0.1 wt.% to about 50 wt.%.

35. (Previously presented) A coating composition for applying to a substrate comprising:

a resinous binder having dispersed therein colorants and reflective pigments, wherein said colorants absorb visible light at a first wavelength band and produce fluorescent light at a second wavelength band when exposed to visible light, said coating composition exhibiting a first appearance on face dominated by absorbance of light by said colorants and a second appearance on flop dominated by fluorescence of the colorants, wherein said reflective pigment is selected from the group consisting of aluminum flake, metal oxide, coated mica, graphite flake, and metallic covered glass flake, and wherein the reflective pigment present in the coating composition in a concentration of about 0.1 wt.% to about 50 wt.% and wherein when the colorant comprises colorant pigments, the size of the colorant pigment particles is selected so that the pigment particle will not scatter light effectively.

36. (Previously presented) A coating composition for applying to a substrate comprising:

a resinous binder having dispersed therein colorants and reflective pigments, wherein said colorants absorb visible light at a first wavelength band and produce fluorescent light at a second wavelength band when exposed to visible light, said coating composition exhibiting a first appearance on face dominated by absorbance of light by said colorants and a second appearance on flop dominated by fluorescence of the colorants, wherein the concentration of said colorants in the coating composition is about 0.001 wt.% to about 50 wt.%, and wherein when said colorants comprise colorant pigments, the colorant pigments have a particle size of less than about 150nm.

37. (Previously presented) A coating composition for applying to a substrate comprising:

a resinous binder having dispersed therein colorant pigments and reflective pigments, wherein said colorant pigments absorb visible light at a first

wavelength band and produce fluorescent light at a second wavelength band when exposed to visible light, said coating composition exhibiting a first appearance on face dominated by absorbance of light by said colorant pigments and a second appearance on flop dominated by fluorescence of the colorant pigments, wherein the concentration of said colorant pigments in the coating composition is about 0.001 wt.% to about 50 wt.%, and wherein the colorant pigments have a particle size of less than about 150nm.